



Media Release
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One Year Countdown Begins to The Ruby Collection Unveiling

Today marks one year until the shining Ruby Apartments opens its doors to visitors and changes the face of the holiday apartment experience forever.

The first of four towers in the 'billion-dollar game changer' Ruby Collection development – the Ruby Apartments - is set to reshape visitor perceptions of what a family holiday experience is meant to be.

Featuring 230 apartments and 13 ground floor villas, Ruby Apartments, will be launched to the public in September 2018, combining family appeal and 5-star facilities, with a sophisticated indulgence and cutting-edge features.

Crystallised by the motto, 'we don't do ordinary', the Ruby experience will stand apart from what visitors have come to expect from a Gold Coast stay with a new level in service and amenities that will knit together the northern Surfers Paradise precinct.

Developed by the Ralan Group, headed by experienced Managing Director, Mr William O'Dwyer, the Ruby Apartments tower is 100% sold and he believes will light a path to a new era in accommodation.

"With the level of amenities and eventual creation of a lifestyle precinct within the greater surrounds of Australia's Playground, The Ruby Collection will be something that will delight families of all sizes visiting this incredible location," said Mr O'Dwyer.

Spanning 30 floors the stylish one, two and three-bedroom apartments and sky suites will provide a bird's eye view of the Pacific Ocean or Gold Coast Hinterland and cater to the modern family with spacious living areas, full kitchen and laundry suitable for families of up to 8 to come together and enjoy all the comforts of home.

"We've now reached level nine and are starting to see the tangibles of the project come together. This is always an exciting time as each new day brings us closer to opening and making the vision a reality."

Set on 2.5 Hectares in the heart of Surfers Paradise, nestled midway between the Nerang river and the Surfers Paradise beach, The Ruby Collection is personified by four towers, scheduled to be completed by 2022, with an estimated project value of \$1.4billion.



Upon completion, The Ruby Collection will encompass four towers ranging from 30 to 69 floors and embody more than 1,600 stunning, 1, 2 and 3-bedroom apartments with over 2,990 bedrooms and will be the largest independent accommodation provider in Queensland.

The entirely Australian-designed and developed project is expected to create over 5,000 jobs during construction and around 1,100 full time jobs on completion, across the accommodation, retail and dining precinct.

CEO of The Ruby Collection, David Brook, said the new Ruby precinct will encompass what is now the Paradise Resort footprint but will still include some of its celebrated family-friendly areas and add significantly to the already highly experienced team.

“Well-loved features of Paradise Resort Gold Coast, which currently sits on the site of stages three and four, such as the famous water park, the ever-popular kids club, lively movie nights, resort mascots and magic shows, will be revamped to meet the growing demands, as the new complex takes shape, evolving on a larger scale,” said Mr Brook.

“Across the four towers we will create a place that is aimed at children of all ages; offering world-class entertainment and activities enhanced with boutique bars and quality retail stores - somewhere the entire modern family can reunite and embrace quality family time”.

The experience won't end with innovative features and luxurious apartments. The Ruby Collection is set to redefine the customer service industry through forward thinking and creative procedures focused on building lasting relationships with customers.

“Our focus at The Ruby Collection is to provide a product that will rekindle precious family time so that everyone, no matter what age, family size or stage in life, can escape the realities, and time constraints of the everyday and enjoy a memorable holiday together”.

Connecting the four towers will be a village green offering space for events, innovative public art, world-class entertainment, signature chef restaurants, boutique bars and cafes and quality retail stores.

The location is set to become an institution for shoppers, tourists and diners, looking for fine food, beautiful surrounds and friendly staff all in an environment that will suit a variety of tastes.

“Ultimately, our vision is to create a genuine, quality family-friendly holiday experience that provides entertainment, activities and facilities synonymous with the expectations of the Gold Coast,” said Mr Brook.



The Ruby Point of Difference

In short, The Ruby Collection is a game changer.

At Ruby, the traditional roles of customer service staff will be replaced with Ruby Ambassadors, whose roles will be multi-faceted, enabling them to better understand guests and offer a more personalised service.

From the moment guests arrive, Ruby Ambassadors will assist with guests' every need - from assisting at check-in, booking local tours and attractions, making a dinner reservation or just have a conversation over morning coffee.

Ruby Ambassadors will simply know their guests better, and offer a more personalised service while creating a fun casual atmosphere.

A Contemporary Resort Experience

For the tech-savvy traveller who prefers to do it themselves, Ruby will offer a 24/7 digital concierge.

The Ruby Concierge app will provide guests the freedom to connect with Ruby Ambassadors around the clock and enable them to order room service, fresh towels, or even a new teddy bear, all direct from a tablet or mobile phone.

This interactive service will be available from pre-arrival and during each stay, both on and off the property, offering a complete holiday experience.

"We have also incorporated the option to utilise circular self-check-in desks which we see as significant in removing barriers between our team members (Ruby Ambassadors) and our guests from the moment they arrive," said Mr Brook. "We're putting the choice back into our guests' hands."

The Ralan Group and the birth of The Ruby Collection

Mr O'Dwyer first came to the Gold Coast as a backpacker from Ireland with his now wife, in the late 80's, where he spent a few months working at Jupiter's Casino and fell in love with the city.

Having been involved in the marketing and development of residential real estate since 1993, Mr O'Dwyer launched The Ralan Group in 1998. The company has since successfully delivered 38 separate projects across NSW.



A family man at heart, the development and buildings are named for Mr O'Dwyer's youngest daughter, Ruby. A proud father of 3 daughters, Mr O'Dwyer's company name 'Ralan' also significantly unites the names of his two eldest daughters Rachel and Lauren.

Mr O'Dwyer's passion lies in the development and introduction of The Ruby Collection as an accommodation experience like no other on the Gold Coast.

His vision is of a place where busy families can come together and enjoy all the comforts of home. A place to relax and unwind while savouring precious family memories on the Gold Coast of sunny Queensland.

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IMAGES AVAILABLE ON REQUEST

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